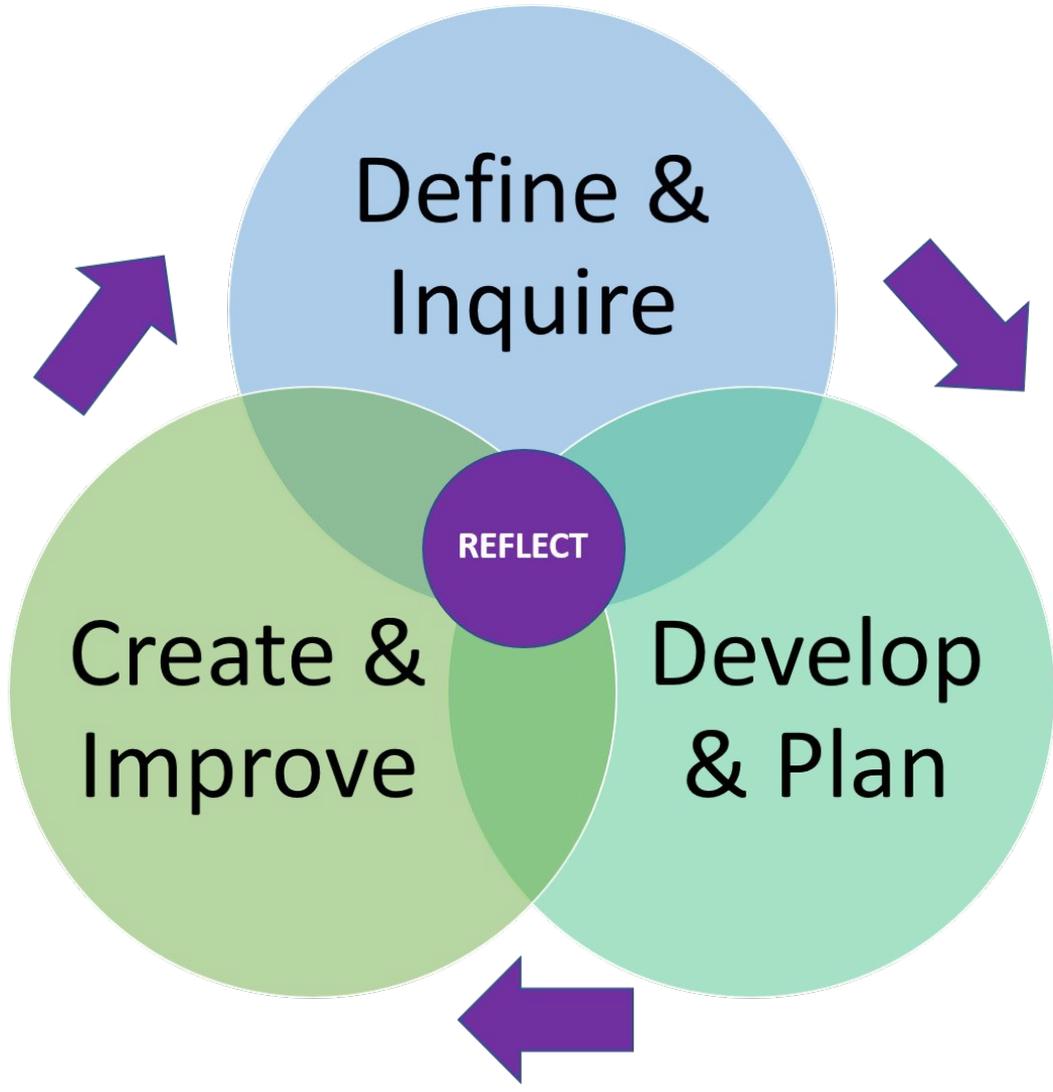


DESIGN JAM

Objectives:

1. Introduce Design Thinking Overview
2. Introduce Design Thinking Methods
3. Experience a Design Jam







How Might We identify aspects of a good “How Might We” question?

- Not too broad nor too narrow.
 - If too broad, it is too big to be solved in a design jam.
 - If too narrow, it won't lead to a variety of solutions.
- Focuses on the user.
 - But it shouldn't try to control the user. Design thinking isn't about trying to force the user to do what you want.
- Incorporates your insights and perspective to suggest many possible solutions.

How might we convince our supervisor to allow us to house the Cricut Maker at our home (so we can make a lotta cards)?

How might we use
the Cricut Maker
in our library?

How might we
get staff to use
the Cricut Maker?

How might we incorporate
the Cricut Maker
into staff workflows to
enhance library services?

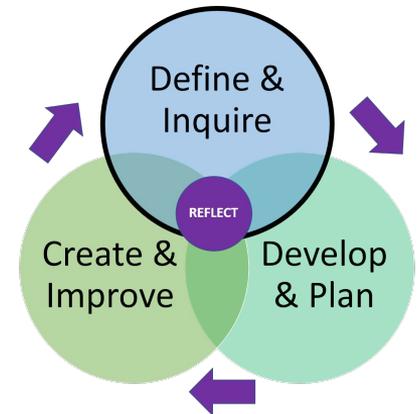
5:00

Current Task

Brainstorming

Independently write down all the issues related to our How Might We question that must be addressed. (One issue per post-it.)

How might we incorporate the Cricut Maker into staff workflows to enhance library services?



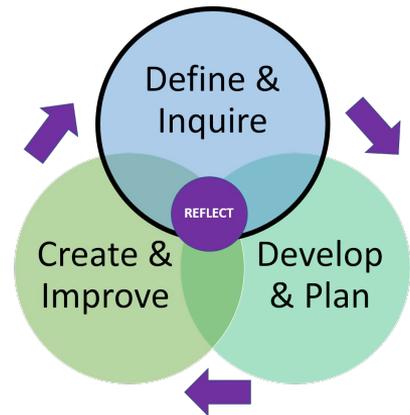
10:00

Current Task

Affinity Mapping

As a group, rearrange post-its to put similar issues together. You may continue adding new post-its for other potential issues.

How might we incorporate the Cricut Maker into staff workflows to enhance library services?



What about our customers?



By understanding the choices that a user makes and the behaviors that they engage in, we can identify their needs and better design to meet those needs.

5:00

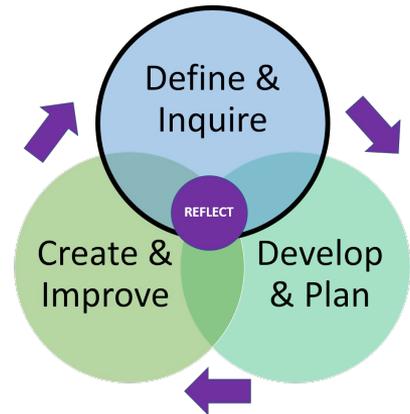
Current Task

Write some interview questions

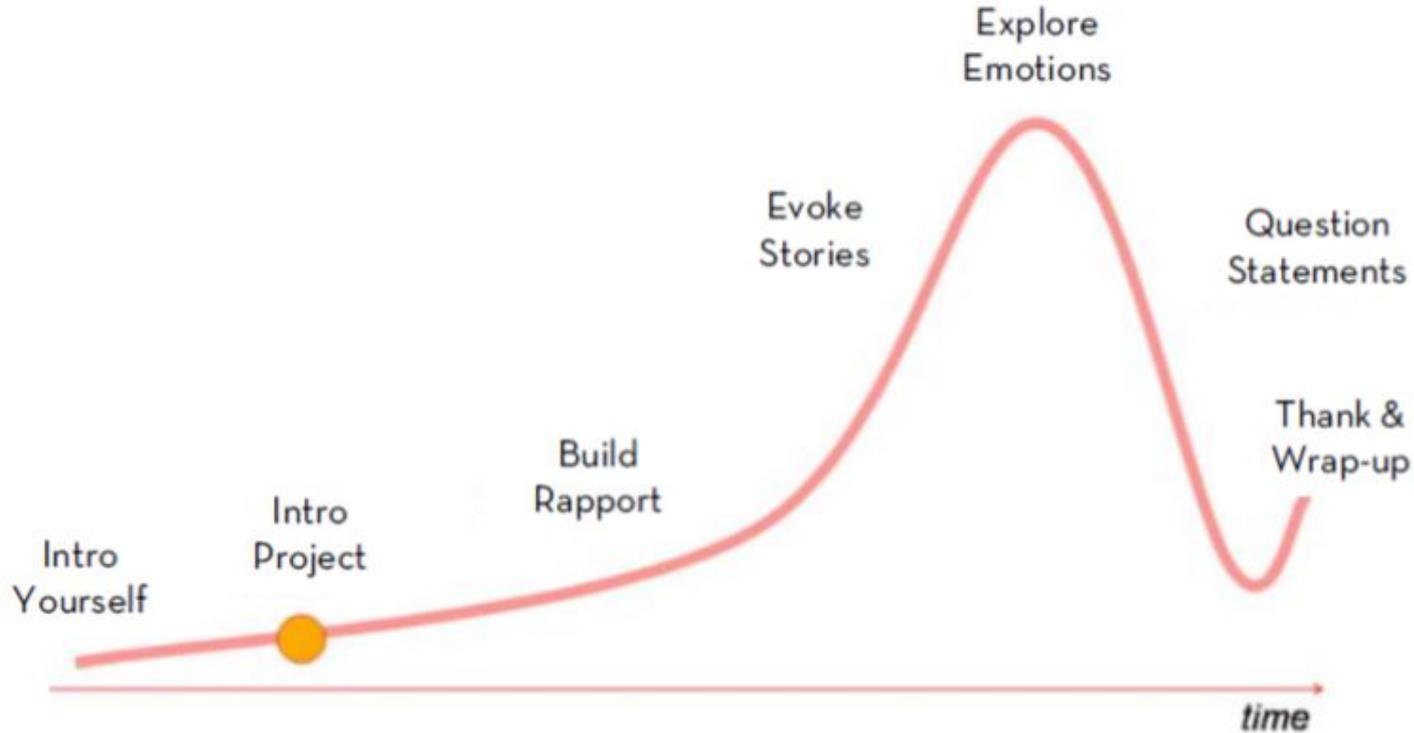
(individually on post it notes)

- What are you trying to find out?
- Organize your questions
 - Start simple
 - Capture bigger ideas before delving into details
- Use open-ended questions
 - “Can you help me understand more about.....”
 - “Tell me about the last time you.....”
 - “What are the best/worst parts about.....”
- Be sure to ask “why”.
- Try to evoke how user feels.

How might we incorporate the Cricut Maker into staff workflows to enhance library services?



Conducting an Interview



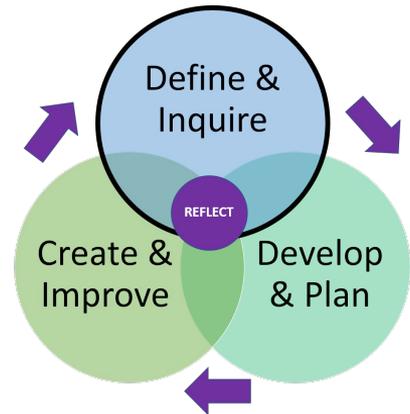
47:39

Current Task

Refine questions for upcoming 15 minute interview

1. Choose your best 2-3 post-its
2. Share your best question
 - a. put it on the table
 - b. don't repeat if someone has already shared similar question-move to another.
 - c. Don't get hung up on wording.
3. Once everyone has shared, determine order of questions; write 1, 2 3, etc.
4. Take back your question-be ready to ask it.

How might we incorporate the Cricut Maker into staff workflows to enhance library services?



47:39

Current Task

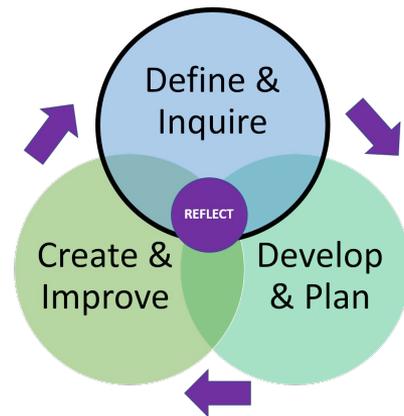
Conduct the Interview

Remember your role:

- Interviewer
- Notetaker
- Observer

Resume Design Jam at 10:40

How might we incorporate the Cricut Maker into staff workflows to enhance library services?

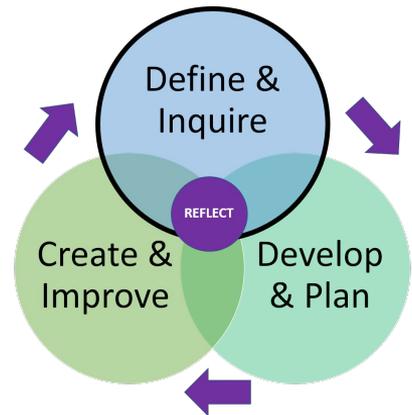


10:00

Current Task

Take a break!
Come back at 10:40

How might we incorporate the Cricut Maker into staff workflows to enhance library services?

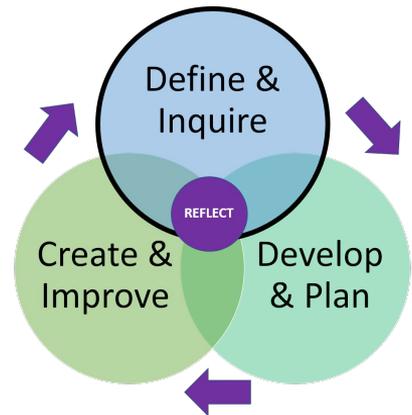


47:39

Current Task

Summarize the Interview
Identify Insights
Get ready to share

How might we incorporate the Cricut Maker into staff workflows to enhance library services?





7

THAS

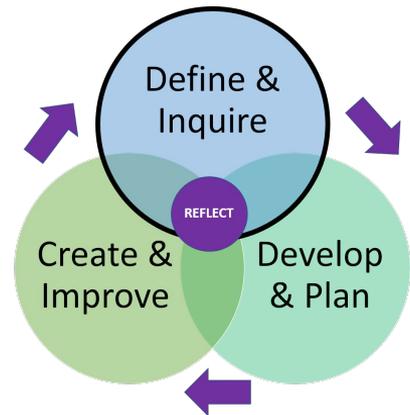
47:39

Current Task

Brainstorming

As a group, list potential solutions to “How Might We”. ICfL staff will record potential solutions for the group.

How might we incorporate the Cricut Maker into staff workflows to enhance library services?



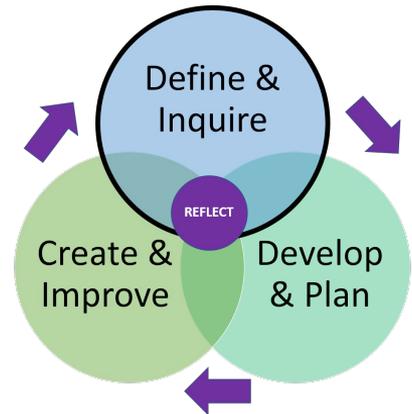
5:00

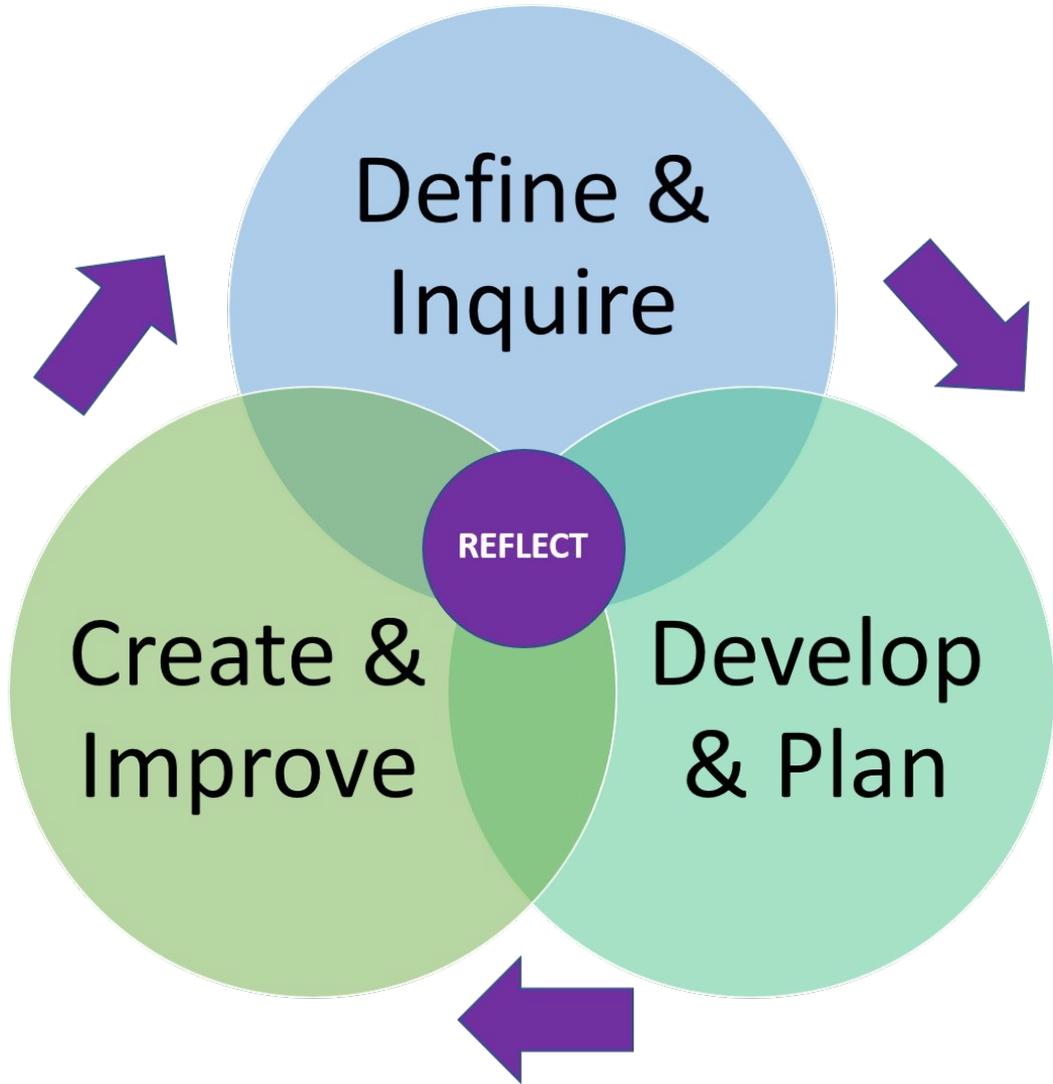
Current Task

Dot Voting

- 4 dots per person
- Place dot next to favorite solutions
- You may place more than 1 dot per solution

How might we incorporate the Cricut Maker into staff workflows to enhance library services?



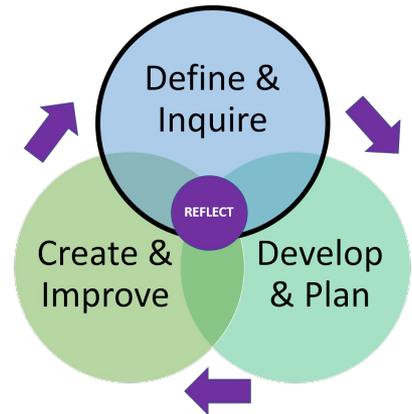


Wrap Up

Design Methods Used

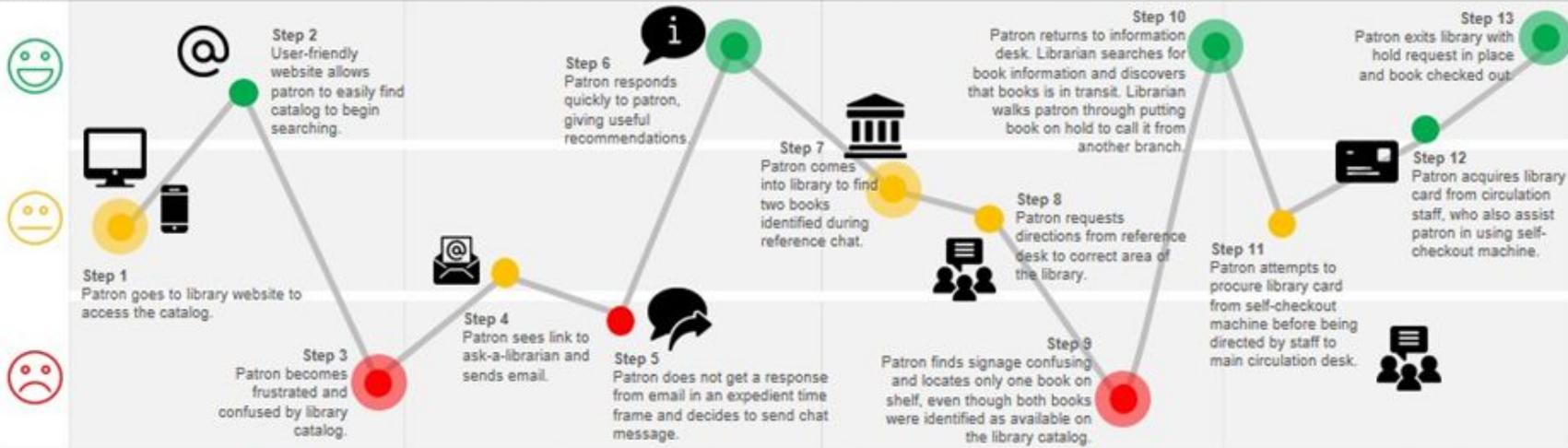
1. Brainstorming
2. Affinity Mapping
3. How Might We
4. Interviewing
5. Dot Voting

How might we incorporate the Cricut Maker into staff workflows to enhance library services?



Customer Journey Map: In Search of a Book

CUSTOMER EXPECTATIONS	PHASE 1: Initial Search	PHASE 2: Investigation	PHASE 3: Retrieval	PHASE 4: Completion
TOUCHPOINTS	<ul style="list-style-type: none"> Library catalog Library website 	<ul style="list-style-type: none"> Reference desk Telephone reference interview Email/Chat reference 	<ul style="list-style-type: none"> Library catalog Reference desk Library signage/building layout 	<ul style="list-style-type: none"> Circulation desk and self-checkout machine Library card Library signage
STAFF EXPECTATIONS	<ul style="list-style-type: none"> To provide effective and user-friendly tools for patrons to find desired materials. 	<ul style="list-style-type: none"> To provide multiple and easily found points of access to reference assistance. To work with patrons to pinpoint which materials are needed and desired. 	<ul style="list-style-type: none"> To clearly identify physical parts of library and stacks so that material is easily found. Effective signage and book labels. To display on catalog accurate book statuses. 	<ul style="list-style-type: none"> To provide easy-to-use checkout equipment. To provide helpful support at circulation desks.
POINTS OF FAILURE	<ul style="list-style-type: none"> Confusing or non-user-friendly library catalog, which frustrates patron and could have provided enough discouragement to cause patron to give up. 	<ul style="list-style-type: none"> Too long of a delay in responding to patron's reference email. 	<ul style="list-style-type: none"> Signage is confusing and creates difficulties in patrons being able to be self-directed to books. Library catalog is out of sync with actual status of books, creating wrong information and frustrated patrons. 	<ul style="list-style-type: none"> Directions for self-checkout machine do not indicate that patron must see staff at main circulation desk to get library card. There is a lack of signage about library card access at main circulation desk.



From: <http://eduscapes.com/marketing/course/index.htm>



More methods used in
Design Thinking from
Stanford's dSchool

Wrap Up

Objectives

1. Introduce Design Thinking Overview
2. Introduce Design Thinking Methods
3. Experience a Design Jam

How might we incorporate the Cricut Maker into staff workflows to enhance library services?

